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THE BEACH NEWS

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ADVERTISING PAYS — Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma — SUBSCRIBE NOW!

VOL. 2—NO. 36 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, July 25, 1924 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Rushing Improvements Thruout Mission Beach

EXPERT DEVELOPMENT ON ATTRACTIVE SCHEME FROM OCEAN TO BAY

Announcement of the award of two more big contracts in furtherance of the extensive improvement and development of Mission Beach has been made by the Mission Beach company, the work involved being designed to bring the area south of the amusement center up to a par with that north of the big bath house now under course of construction.

H. C. Fenton has been awarded the contract for leveling the entire area from the amusement center to the Mission bay bridge. Much of this is sand dunes and their leveling will give the whole section from ocean to bay an attractive appearance.

The grading plan conforms to that north of the amusement center, a definite scheme for the whole three-mile peninsula having been made by expert landscape architects before any development was undertaken.

The second contract is to the San Diego Consolidated Gas and Electric company for installation of service throughout this area. Water service already is installed to every lot.

The city administration is making efforts to expedite improvements in its charge, chiefly the installation of a complete sewer system and the paving of Mission boulevard through the length of the peninsula.

C. E. Henning Passes Away

FATALLY INJURED IN AUTOMOBILE ACCIDENT ON COAST ROAD

As a most distressing result of injuries received last Monday night in an automobile accident just north of San Juan Capistrano, the well and favorably known proprietor of the Pavilion Cafe, C. E. Henning, passed away in a hospital at Santa Ana last Tuesday, July 22. News of the fatality comes as a very sorrowful shock to his family and hosts of friends in Ocean Beach. The deceased was a native of Sacramento and had reached the age of forty years, eight months and twenty-four days. He came to San Diego about fifteen years ago, being formerly employed as a foreman with the gas company at Long Beach. Besides his widow, Mrs. Stella Henning of 1678 De Foe street, he is survived by two sons, Elmer and William, and three brothers, William J. Henning, superintendent of distribution of the El Paso Gas company; A. F. Henning of San Luis Obispo, and T. J. Henning, employed at the San Diego postoffice. Following the inquest at Santa Ana last Wednesday, the remains were shipped to San Diego and funeral services will be held at Benbough's undertaking parlors this (Friday) afternoon at 4 o'clock.

DEMISE OF ROBERT MARSDEN

At his late home, 5050 Saratoga avenue, Robert Marsden, a well and favorably known resident of Ocean Beach, expired rather suddenly last Friday, July 18. He was a native of England and had reached his seventy-fourth year. Two sons survive him. His remains were forwarded to Marshfield, Oregon, for interment.

Picture Frames, Froide's, opp. P.O.*

FUNERAL OF MRS. RICHARDS HELD IN ILLINOIS

William F. Richards writes from Streator, Ill., that his wife was taken ill Saturday noon, July 5, and was taken to the hospital the following Monday and on Tuesday afternoon underwent a surgical operation. She passed away Wednesday, July 9, at 10:20 p. m. Funeral services were held Saturday afternoon at the home of her son, Norval Galloway in the country. Rev. G. M. Elsbree of the Park Presbyterian church officiated and special music was furnished by the Robinson quartet. Interment was in the Emery Green cemetery.

THRIFT AND SAVINGS

The recent session of the National Education Association at Washington, D. C., emphasized the importance of thrift, teaching economy in school administration and introduction of universal savings systems.

Keep advertising—and advertising will keep you!

Paving, Paving --More Paving

MISSION BAY BRIDGE TO BE REPLANKED AND PAVED WITH ASPHALT

Resurfacing of the Mission bay bridge is expected to be carried out soon according to plans announced by City Manager Rhodes. The top layer of planks on the bridge will be replaced and then paved with asphalt.

The Mission Beach bridge, over the Mission bay inlet, was constructed at great expense by the developers of Mission Beach as a recreation and amusement tract several years ago, and deeded to the city for maintenance.

It is 1,400 feet long. The vehicular drive across it is twenty-four feet wide, providing for three lines of traffic. Aside from the vehicular drive, the bridge carries two walks and street car tracks.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

CHEVROLET CAR STOLEN FROM COURTHOUSE WHILE CLERK WORKS

Frank B. Harrison, who resides with his family on De Foe street, is minus his Chevrolet touring car. And this is how it happened as told by that clever scribe and ever alert "newshound" Cox in the "Union" last Tuesday:

"F. B. Harrison, a clerk in superior court, drove to work bright and early yesterday morning in his Chevrolet automobile. He parked the car on Front street, next to the county jail and went to court. While he was looking over the files for cases of persons who are to be tried soon for stealing automobiles, his car was stolen. Harrison discovered his loss when he left the courthouse at 5 o'clock and reported it to the police."

Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon st., phone Pt. Loma 72-W

MISS ROBERTA WINANS PROMOTING FOLK DANCES AT PLAY CENTERS

With the idea of preserving the best forms of play, from an educational as well as from a recreational standpoint, Community Service of San Diego is lending the services of Miss Roberta Winans to the neighborhoods which are maintaining play centers, as director of folk dancing. Assisting her are a corps of volunteer teachers and accompanists. Miss Winans was associated with Miss Elizabeth Burchenal, America's greatest authority on folk dancing, in organizing the folk dancing in the New York city public schools.

CLASSIFIED ADS GET QUICK RESULTS

OCEAN BEACH NEEDS A BRANCH BANK

Modern Banking and How it Has Changed From Pre-War Days

THIS question will naturally arise in the minds of those who have read this series of articles: "How can the methods of pushing and advancing business so successfully tried by the Humboldt Bank be applied to the smaller banks in rural communities, or in smaller towns than San Francisco?"

Patrons of small banks want service just as much as patrons of larger banks, and though it obviously would not pay a country bank to employ special persons to give all their time to answering questions and detailing information, or to conducting a troup of Boy Scouts, as the Humboldt does, yet there are many things that the smaller bank can do and do with profit to itself.

The teaching—for that is what it amounts to—of the younger generation to bank their money, instead of depositing it at home in old teapots, or venerable stockings, is obviously one of the lines along which the country banker can work. It is estimated by the treasury authorities that the farmers of the country have $125,000,000 hidden away in some such antiquated receptacles. If you teach the boy to bank his earnings, you may be sure the man (when the boy becomes a man) will follow the example.

In these days of telephones and rural deliveries why should not the farmer and his wife keep accounts and pay all their bills in checks by mail, instead of sending money orders or cash? A very large part of the money order business of the country should be done by the banks, and is not because of lack of confidence in them, or ignorance of how many facilities an account affords. The country banker should work by articles in his local papers, by circulars, by personal conversation, to remove those prejudices and clear up that ignorance.

In many communities the banks have managed pig clubs or corn contests for the youth of the neighborhoods. Those are splendid ideas; extend them. The plan of decorating the windows will attract relatively more attention in a small town than in a city. Yet many banks make no effort in that direction. The suggestion to start an account for baby, applies as well in the country as in the city. Watch for the births and send a letter of congratulation to the parents and suggest starting an account.

Then, the banks can send out by radio, news of the crops, prices, etc., and local information of big interest to the farmers. They can give information about trains and routes and buying tickets. They can show their customers how to wire ahead for rooms if the latter are going to some other town or city; they can advise them in a hundred different ways which will develop if once the public understands that the bank is a source of information on any subject and is glad to impart it. While it will not be necessary to have a permanent information desk, taking up all of one person's time there can be someone in the bank designated as "information," to whom all inquiries can be referred.

There is in every community, small or large, money that the bank does not get that it should have on deposit. Go after that just as the city bank do and it will prove a profitab method of extending your business

Kodak Films, FROIDE'S. opp. P.O.* Kodak Finishing FROIDE'S op. P.O.*

Ocean Theatre

BIG FILM FEATURE WRITTEN BY JACK LONDON AMONG NEW BOOKINGS

Just to mention the engagement of Pola Negri for next Tuesday and Wednesday at the Ocean Theatre is to insure crowded houses. And the same is true for Sunday with a big feature written by Jack London. Tomorrow night (Saturday) Dustin Farnum comes in "The Grail" and next Thursday and Friday "The Code of the Sea" will be seen with an all-star cast.

THE LEONARD DELICATESSEN
5033 Newport Avenue, O. B.

CATHOLIC CHURCH SELLS FORMER SITE TO JAMES OLIVER

The plot formerly occupied by the Catholic church at the corner of Santa Monica avenue and De Foe street has been sold to Mr. and Mrs. James Oliver of Cable street and Niagara avenue. It is stated that the purchase price was $500 and Mr. Oliver contemplates the construction of two bungalows on the property.

Stationery Supplies, Froide's, op. P.O

O. B. Library

MARGARET RANKIN, Librarian

"Vacation Reading," is the subject of the poster exhibit at the O. B. Branch Library this week. The following are suggested:

"Best Short Stories, 1919-1920-21-22," O'Brien; "Best Plays of 1919-1920," Mantle; "Adventures in Friendship," Baker; "Adventures in Contentment," Baker; "Lake of the Sky: Tahoe," James; "Be Good to Yourself," Marden; "Moonbeams from Lunacy," Leacock; "Behind the Beyond," Leacock; "Outline of Everything," Toogood; "Wilderness Hunter," Roosevelt; "Tramping With a Poet in the Rockies," Graham; "On a Chinese Screen," Maughan; "Collected Poems," Brooks.

THE BEAUTY SHOP
Phone Point Loma 63-W.

TILL TAPPED FOR TEN

W. F. Taylor, who owns store property at Ocean Beach and has other realty holdings at Mission Beach and Pacific Beach, reported to the police early this week that a rear window of his store at 1031 Sixth street, San Diego, was entered by a burglar and $10 in currency taken from the cash register.

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

OLD KEEPERS

For a long time newcomers have been told and have repeated the false bit of information that "Bob" Israel was the first and only keeper of the upper lighthouse. Even Mr. Cook had this for fact upon the assurance of tradition. Senor Luis Serrano, now living in Old Town, remembers the building of the "Spanish light;" remembers that his own brother, Jesus Serrano, was one of the first keepers.

Smythe says on the subject at page 702:

"The first lighthouse keeper was named Keating. Joseph Reiner served for a time in the 50's. From 1865 to 1868 the keeper was William C. Price. John D. Jenkins served in 1869, and after him Enos A. Wall was in charge for a short time. Robert D. Israel became keeper June 14, 1871, and served until January 6, 1892—almost twenty-one years. He was succeeded by George P. Brennan."

Robert D. Israel was one of the most interesting figures in the early history of San Diego and of Point Loma; but he was not the first and only lighthouse keeper at the "Spanish light." During the early fifties he was serving as policeman and as jailor over in Old Town. He married one of the Spanish girls, Maria Arcadia Alipas, a relative of Luis Serrano's, and was himself originally from Pittsburgh, Pa. His son, Henry C. Israel has lived for many years in Coronado.

"Bob" Israel's Son Henry

Both Luis Serrano and Henry C. Israel remember that Jose Maria Covarrubias was one of the early keepers of the lighthouse; though Mr. Smythe makes no mention of this picturesque character, famous in his day for his gallantry. Mr. Israel says:

"There were several keepers before my father. I believe that General Covarrubias preceded Keeper Jenkins. (Senor Luis Serrano says that Covarrubias and Jesus Serrano were together in charge for some years.) I was eight years old when my father went into the lighthouse service. San Diego was but a small place and the life out there on the Point was rather humdrum.

"Our means of communication with town was by sailboat; and I remember that there were only two houses at La Playa.

"I remember the date when my father left the ranch to go to the lighthouse for the first time. That was June 14, 1871. My brother was born that morning.

"Young people used to come out from Old Town and from San Diego for dancing. They danced—not in the lighthouse so much—but there was another wooden building alongside the lighthouse on the south side, which had been built for the assistant keeper.

"Richard Kerren, Jr.—everybody called him 'Dick'—played the violin. He was a perfect genius. He did not know one note from another and yet the great Ole Bull offered to take him to Europe and told him he could make him a greater master than he was himself. Those dances were very jolly. They would last all night long."

The Builder

"Who built the lighthouse, do you know?" Senor Serrano was asked.

"Dick Kerren built it. I remember well," said the fine old Spanish gentleman, his recollection coinciding with that of Mr. Israel's supposition and with the stories still told in the Ward family, descendants of the Kerrens.

Sergeant Richard Kerren, the father of that early California violinist whose art still lives in the memory of all our old-timers, was a member of the first American garrison that was quartered at Mission San Diego de Alcala, coming in 1847 with one of the infantry detachments sent to relieve Commodore Stockton. Like so many other soldiers of his time, "Dick Kerren" the elder came to San Diego on duty, here found friends and new pursuits and never again wanted to live elsewhere.

"Old Spanish Light" remains henceforth a monument to the Kerren family.

(Continued next week)

BAND CONCERTS AT NAVAL TRAINING STATION ONCE A WEEK

Capt. David Sellers has announced that the bandstand at the Loma Portal naval training station will be completed and commissioned about August 1.

The bandstand is being constructed on Rosecrans street near the residence of Captain Sellers.

At least one concert a week will be given by the crack training station band, to which the citizens of San Diego will be invited.

SPECIAL "MOVIE" HOUSE FOR BLUEJACKETS

A building with a fireproof motion picture booth is being erected in the detention camp area at the Naval Training Station in Loma Portal. When this structure is completed, the newly arrived "gobs" who are undergoing medical observation and preliminary training will have their own theatre.

HIGH SCHOOL LAD HIKES FROM OHIO

"Bobbie" Kemper, member of the junior class of Stevens High School, Dayton, Ohio, arrived in San Diego last Monday after hiking 2800 miles in fourteen days, with occasional lifts in automobiles. He was greeted by his father, W. L. Kemper of Pacific Beach, and the youth will make his home here, entering the senior class at the San Diego high school in the fall.

PROSECUTION AWAITS UNLICENSED REALTY BROKERS ACCEPTING FEES

Owing to numerous complaints of unlicensed persons accepting fees or commissions for real estate transactions in California, State Real Estate Commissioner Edwin T. Keiser has announced his determination to launch a state-wide campaign to bring to account violators of the laws of the State governing such transactions.

The act creating the State Real Estate department makes it a felony for any person to accept emoluments of any kind for participation in a real estate transaction or deal, unless such person is a licensed broker or salesman.

FIVE DOLLARS A LINE TOP NOTCH PRICE FOR NEWSPAPER ADVERTISING

* * *

The "New York Times" now charges $5 a line, or $70 an inch, for advertising in preferred positions on its second or third pages. This is said to be the highest display advertising rate in the country. That New York merchants, who have never posed as benefactors of newspapers, will pay this rate illustrates the great value of advertising. For rates in "The Beach News" see our "flag" at top of editorial columns.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

(Continued from last week)

"Well," said Haakon Peterson, who had joined the group, "Ay tank we better have a meeting of the board and discuss it."

"Well, darn it," said Columbus Brown, "I want in on this cream pool—and I live outside the district!"

"We'll let you in, Clumb," said the colonel.

"Sure!" said Pete. "We hain't no more sense than to let any one in, Clumb. Come in, the water's fine. We ain't proud!"

"Well," said Clumb, "if this feller is goin' to do school work of this kind, I want in the district, too."

"We'll come to that one of these days," said Jim. "The district is too small."

Wilbur Smythe's car stopped at the distant gate and honked for him—a signal which broke up the party. Haakon Peterson passed the word to the colonel and Mr. Bronson for a board meeting the next evening. The picnic broke up in a dispersion of staid married couples to their homes, and young folks in top buggies to dances and displays of fireworks in the surrounding villages.

Jim walked across the fields to his home—neither old nor young, having neither sweetheart with whom to dance nor farm to demand labor in its inexorable chores. He turned after crawling through a wire fence and looked longingly at Jennie as she was suavely assisted into the car by the frock-coated lawyer.

"You saw what he did?" said the colonel interrogatively, as he and his daughter sat on the Woodruff veranda that evening. "Who taught him the supreme wisdom of holding back his troops when they grew too wild for attack?"

"He may lose them," said Jennie.

"Not so," said the colonel. "Individuals of the Brown Mouse type always succeed when they find their environment. And I believe Jim has found his."

"Well," said Jennie, "I wish his environment would find him some clothes. It's a shame the way he has to go looking. He'd be nice-appearing if he was dressed anyway."

"Oh, then you haven't heard the news," said the colonel. "Jim's going to have his first made-to-measure suit for Ames. It's all fixed."

"Who's making it?" asked Jennie.

"Gustaf Paulsen, the Dane that's just opened a shop in town."

"A Dane?" queried Jennie. "Isn't he Bettina's uncle?"

"Ratherly," said the colonel jocularly, "seeing as how Bettina's Mrs. Hansen's daughter."

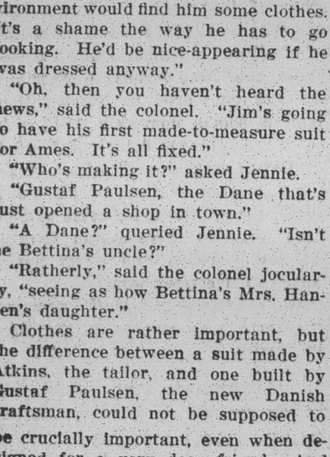
Clothes are rather important, but the difference between a suit made by Atkins, the tailor, and one built by Gustaf Paulsen, the new Danish craftsman, could not be supposed to be crucially important, even when designed for a very dear friend. And Jim was scarcely that—of course not! Why, then, did the county superintendent hastily run to her room, and cry? Why did she say to herself that the Hansens were very good people, and well-to-do, and it would be a fine thing for Jim and his mother—and then cry some more?

CHAPTER XVI

Jim Goes to Ames.

Jim had never felt more the upstart uneducated farm-hand than when he was introduced to that audience at Ames by Professor Withers, nor more completely disgraced than when he concluded his remarks. Even the applause was to him a kindly effort on the part of the audience to comfort him in his failure. His only solace was the look in Jennie's eyes.

"Young man," said an old farmer who wore thick glasses and looked



"I Want to Have a Talk With You."

like a Dutch burgomaster, "I want to have a little talk with you."

(Continued next week)

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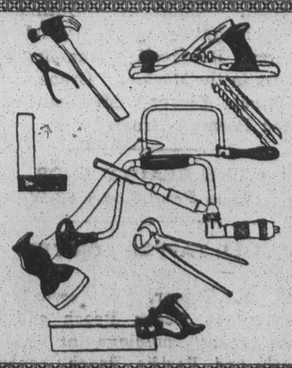

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Dancing Every Night and Sunday Afternoon--Except Monday
BENBOUGH'S
OCEAN BEACH DANCE PAVILION

Katherine's Kollum

By MRS. KIRK SMITH Phone, Point Loma 17.

PATRIOTISM PROMOTED IN REGULAR MEETINGS OF WOMAN'S RELIEF CORPS

With a greatly enthusiastic and uniformly good-sized attendance at the regular weekly meetings in the Masonic Temple of the Heintzelman Corps No. 1, of the National Woman's Relief Corps, the furtherance of the noble objects of the association as an auxiliary to the G. A. R. are most worthily accomplished. New members are constantly being added and at the ceremonies held last Tuesday afternoon Mrs. Kirk Smith ("Katherine") was duly initiated. Lillie M. Sigman presided, with Minnie Lane as conductor and Lula Shields as assistant. Following the initiatory exercises an enjoyable social hour was held. The corps maintains a ward at Camp Kearney hospital and is always to the fore in encouraging loyalty and inculcating lessons of patriotism.

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THE LEONARD DELICATESSEN
5033 Newport Avenue, O. B.

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GUESTS AT "WOODMERE"

Mr. and Mrs. Wm. Gilberg, of San Francisco, and Mrs. M. Williamson of Los Angeles, have returned north after a very pleasant visit for several days as guests of Mr. and Mrs. R. P. Wood at their home "Woodmere," 4729 Cape May avenue. Mrs. Wood is learning how to manipulate a new Ford touring car just purchased by her husband. Keep practising, Pearl, and you'll soon be able to give Katherine a race along Rosecrans boulevard.

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WELCOME TO WAGNERS

We heartily welcome as new residents of Ocean Beach, Mr. and Mrs. P. F. Wagner, their son Carlos, and daughter Thetis, who arrived last Wednesday from Connorsville, Indiana. They came to visit their two daughters, Mrs. A. H. Coles of 4855 Narragansett avenue, and Miss Cletis Wagner, of the Beauty Shop. The Wagner family expect to make their permanent home in Ocean Beach.

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Birthday Cards, FROIDE'S, opp. P. O.

◆ ◆ ◆

MRS. J. T. SMITH QUITE ILL

The condition of Mrs. J. T. Smith, of Santa Monica avenue, who was taken to the hospital recently suffering from a nervous breakdown, continues quite serious. She was reported to be improving early this week but has since had a relapse. Mrs. Smith is possessed of an exceptionally pleasant and loveable disposition and her many friends hope for her speedy recovery.

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OFF FOR WASHINGTON

Mrs. Harriet Ellis, mother of Mrs. W. B. McBride, of Brighton avenue, leaves today for Kirkland, Wash., to visit her son, C. C. Mulligan, who is postmaster there. Mrs. Ellis expects to return in about four months.

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Mildred L. Greene, candidate for re-election as supervisor in the first district, was a pleasant caller at "The Beach News" office last Wednesday.

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Mr. and Mrs. J. White of Los Angeles, spent a pleasant week-end with Mr. and Mrs. Wm. H. Eastridge of 1922 Bacon street.

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Woman's Benefit Association of Maccabees, Acacia review, held their annual picnic at Ocean Beach yesterday.

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Dr. Polhamus is the house guest of Mrs. Warren Crouse at her attractive Mission Beach cottage.

◆ ◆ ◆

Mr. and Mrs. Boss of Douglas street are spending a well earned vacation at Mission Beach.

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Mrs. J. J. Reed and little daughter, Phyllis of Fresno, has arrived to spend the summer with Mrs. Reed's sister, Mrs. C. E. Henning at 1679 Defoe street.

◆ ◆ ◆

Mrs. M. L. Sterne of 5015 Narragansett avenue, was operated on for appendicitis last Saturday at the Mercy hospital.

CAMP CELEBRATES FORTY-FIRST ANNIVERSARY WITH FINE PROGRAM

Heintzelman Camp No. 1 met July 15 to celebrate its forty-first anniversary. A fine program was provided, as follows: Singing of "America;" invocation by Caplin; "History of the W. R. C.," by Clara Scoby; remarks by the only charter member present, Sadie Jones; song and piano solo, Junita Bouschard; comics, by Rev. Benj. Timms; piano trio, by Carrie Bouschard, Junita Bouschard and Florence Fox; selection by Mrs. May Hyde Williams; a song of a maiden sixty years old, "Way Down in Maine," by Mrs. Black; remarks by Commander Bell; remarks by the president, Mrs. Lilly Sigman; closing song, "Star Spangled Banner;" refreshments. On July 29 the president will entertain the corps with a lawn party at 1610 Cypress street. Visiting corps members are invited.

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BACK FROM THE MOUNTAINS

Mr. and Mrs. John Davidson and family, of Point Loma, have returned from a trip to the mountains, and all are looking wel land hearty. They were most welcome visitors at "The Beach News" office last Sunday.

◆ ◆ ◆

THE BEAUTY SHOP
Phone Point Loma 63-W.

◆ ◆ ◆

AN ATTRACTIVE WINDOW

A valuable lesson in decorative window trimming might well be taken from Leonard's Delicatessen store on Newport avenue. The artistic blue and white color scheme were capably done by A. Little and Frank Trusdale, salesmen, for the Bishop Candy Co. of San Dego.

◆ ◆ ◆

GONE TO SANTA BARBARA

Mr. and Mrs. O. C. Bedford, of 4896 Voltaire street, have moved to Santa Barbara, Calif. Mr. Bedford formerly owned the oil station at the corner of Voltaire and Cable street, now know as Kierstead's Service Station.

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PERFUMES VERSUS SOAP

Hudnut or some other prominent manufacturer of toilet preparations recently offered a prize for the best advertising slogan for the sale of their goods. The judges all agreed that the best one sent in was too raw for use. It read:

"If You Don't Use Our Soap, for Heaven's Sake Use Our Perfumes."

◆ ◆ ◆

Picture Frames. FROIDE'S, opp. P. O.

◆ ◆ ◆

The Misses Evelyn and Dorothy Fletcher, daughters of Mr. and Mrs. L. R. Kerr of 5044 Del Monte avenue, spent last Tuesday with their grandmother, also visiting their uncle and aunt, Mr. and Mrs. Cliff Webster, who have taken a cottage at Tent City for a two weeks' vacation.

◆ ◆ ◆

Mrs. Wm. Clark and her three sons, Tom, Harry, and Robert of San Diego, spent three days with Mrs. Robert Sterling on Saratoga avenue. They had a wonderful time and enjoyed themselves immensely.

◆ ◆ ◆

F. Richardson, former proprietor of the O. B. restaurant on Newport avenue, has sold out and moved away.

◆ ◆ ◆

Mr. and Mrs. Yost, of 4739 Saratoga avenue, will leave with their young son for El Centro early next week.

◆ ◆ ◆

Mr. and Mrs. R. L. Darnall and family, of 2070 Cable street, have moved to South Pasadena, Calif.

◆ ◆ ◆

Mr. and Mrs. C. E. Coville and family of 1961 Abbott street, have moved to San Diego.

◆ ◆ ◆

Mr. and Mrs. Charles T. Taylor and family, who have been spending a month in Ocean Beach, will return to their home in San Diego next Sunday.

◆ ◆ ◆

Little Miss Carol Cooper has been visiting friends at Mission Beach.

◆ ◆ ◆

Subscribe for "The Beach News."

ENTERTAINS AT MISSION BEACH COTTAGE

Mrs. Fred Shapley of 3746 Fifth street, entertained Fortress No. 9, Ladies' Auxiliary of the Patriarch's Militant of San Diego Canton No. 22, I. O. O. F. at her cottage at Mission Beach on Thursday, July 17. The afternoon was spent in swimming and playing games.

◆ ◆ ◆

POINT LOMA ASSEMBLY HONORS MRS. ROBERT BAKER

About seventy members and their friends met at the Point Loma assembly clubhouse last Wednesday evening, the occasion being a reception and dance in honor of Mrs. Robert Baker and her son Kenneth, who left two days later to join Captain Robert Baker in Honolulu, where they expect to make their permanent home. The music was furnished by Mrs. Zeluff. Mrs. V. O. Harter paid a very glowing tribute to Mrs. Baker on behalf of all the Assembly and Point Loma neighbors and friends, particularly in regard to Mrs. Baker's long and faithful work in connection with the Assembly. While her friends are sorry to see her go, they happily feel that other friends and other pleasant experiences await her at Waikiki and the other beautiful spots where she will be at home.

◆ ◆ ◆

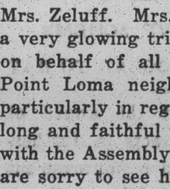
POINT LOMA FRIENDS PROUD OF RALPH

Friends of Ralph Leslie, who for more than twenty years was a resident on Point Loma, are rejoicing with him over his selection as representative from Portland to the recent Hoover convention held in Canton, Ohio. Ralph's score placed him on record as the best salesman in the city. While in the east he will visit relatives in New York and elsewhere.

◆ ◆ ◆

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J
Dr. F. J. Ratty
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.



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THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

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"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, July 25, 1924

A LEGAL NEWSPAPER

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

EDITORIAL

STREET CARS SAVE SPACE

In a vehicle count recently made in one busy section of Chicago on a normal day it is stated that nearly 75 per cent of the passenger traffic was carried by electric cars which used only 10 per cent of the vehicles on the street.

For economy of space nothing equals the trolley.

The street car does not make congestion, comparatively, but rather relieves it.

WORTH WHILE PUBLICATION

We note with congratulations the consolidation of "The Argonaut" with the Los Angeles "Saturday Night," beginning last week. Samuel Travers Clover is an editor of the fearless progressive type; he packs his twenty-eight page weekly with material varied, stimulating, informative—prose worth preserving and poetry that echoes. "The Argonaut" in its forty-eighth year is one of the institutions of which California is justly proud.

UNFAIR DISCRIMINATION

After everybody is agreed that the theory and practice of a definite method for compensating an injured workman is right and proper, agitation is started to make this form of insurance a "state monopoly" to the exclusion of private insurance companies operating in compliance with state laws.

If the state must enter this line of business, why not leave it optional with an employer to insure with the state or a private company which compensates a workman the same as the state?

RED RAGS AND IGNORANCE

A red rag is used to excite a bull. The tariff is used to inflame the public mind.

There is no more reason for the public to get excited than there is for the bull, as neither the red rag nor the tariff are dangerous.

Ignorance is the cause of most hardship and suffering.

A tariff to give reasonable protection to home industries from unreasonable competition is in the interest of the workman, good wages and steady payrolls.

Then why use it as the political red rag to inflame the public mind instead of considering the matter as a business proposition?

"Readers" Reap Rich Rewards.

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HOUSES For Rent
Classified Ads Get Quick Results.
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FABER'S Ocean Beach Grocery
5008 Newport avenue . Phone Pt. Loma 48
Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248
FABER'S Cash & Carry No. 4, Mission Beach
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Electrical Appliances *For* An Enjoyable Summer

Make your home pleasant and your housework as easy as possible by using ELECTRIC SERVICE in every way you can this summer.
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Political Adv.

Mildred L. Greene
CANDIDATE FOR RE-ELECTION
SUPERVISOR
FIRST DISTRICT
Solicits Your Support at the Primary
August 26th, 1924

The Drouth
by Grace E. Hall

The hollyhocks are clinging to the trellis, most forlorn,
The fennel droops, dejected, by the road;
The ivy has a pallid tint as in the summer morn
It clambers weakly over its abode;
The pasture's seared to leather-brown, the trees are tense and still,
The bushes and the shrubs wear ash-gray shrouds;
A burning sheen comes filtering down from scorched and blistering hill,
To silent, smothering valley, in hot clouds.

The flies buzz on the screen door, going in and coming out,
The bees hum in a listless monotone;
The shepherd dog lies on the porch, his red tongue lolling out,
And the cat, sprawled on the mat, is left alone;
A sort of coma seems to hold the parching earth in thrall,
The atmosphere itself is out of breath;
All voices are depressed and low that otherwise would call,
And joyfulness is fairly choked to death.

And then the heavens don the veil of mist they long did scorn,
The belching thunder crashes loud and high;
The lurid lightning darts and gleams and urges on the storm,
As it flashes startling signals to the sky;
The rain descends in silver sheets that glisten in the space,
The trees send wig-wag messages broadcast;
And in the glorious after-hour, when God has bathed her face,
We see sweet Nature smile, her illness past.

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ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

LOST — Between postoffice and Bacon street, brown leather pocketbook, containing money, driver's license and sundry other articles. Reward upon return to Harry Kalliris, NEWPORT CAFE, corner Bacon and Newport avenue.

BROILERS—Your pick, 75 cents. 2260 Seaside street, near Voltaire street, Ocean Beach.

FOR SALE—White Leghorn hens at 75 cents each. 4594 Saratoga avenue, Ocean Beach.

FOR SALE—Victrola No. VII., with 60 records, $25; without records, $20; can be seen at the BLUE JACKET on Newport avenue; a big bargain.

Literature

"LAUGHTER AND LONGING" SHOWS SPIRIT OF YOUTH

By Winifred Davidson

"Laughter and Longing," a little book of poems by a young California girl, Nancy Buckley, has just had its fourth printing, and has received excellent notices. It was reviewed at length and very favorably by Kathleen Norris. The spirit of youth is in these verses, the language of youth speaks consistently, constantly, as in this:

"The little fingers of the rain
Beat gently on my window-pane."

A brilliant future was predicted for Nancy when a few years since her work began to appear in "Munsey's" and "Good Housekeeping"—a future realized already, one must say on examining her latest work.

NEWS OF "THE CRAGS"

By Maude M. Stuart

Miss Mary Slater is now visiting her brother, John E. Slater, at Bigelow, Missouri. Word has been received from her that she is enjoying greatly both the change and rest.

Mr. and Mrs. H. H. Forster of San Diego are guests at the Crags for an extended stay. Mrs. Forster is connected with "The San Diego Union."

The extensive alterations that have been going on in the various apartments, halls and office are for the betterment and comfort of the tenants.

"Biff" is another inmate of The Crags. He is a large Persian yellow cat of high degree and perfect manners and is everybody's pet. He belongs to Mrs. A. B. Gregory, and adds a touch of domesticity to the hearthstone.

A very interesting story entitled "Ten to Midnight" appears in the August number of the new "Triplex" magazine, written by Charles G. Booth, a young writer of ability residing at The Crags. He is also successfully contributing to many other magazines.

A complete radio equipment has been installed by Mr. Ralph Whitcomb in his apartment. A party is being projected to music and dancing.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

Religious News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.

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if it's in the line of PRINTING

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We Can Satisfy You With Quality, Quantity and Service
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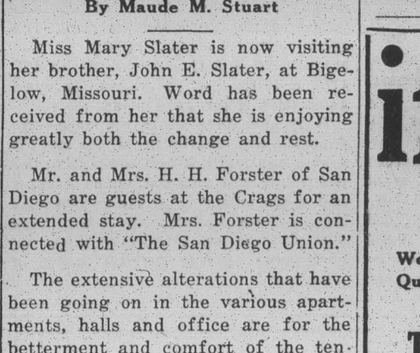
The Beach News
Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

Do You Know?

WHEN and by whom the old Spanish Lighthouse was built on Point Loma?

You'll find the answer in the historical facts so delightfully told by Winifred Davidson in her interesting and instructive "LOMA LORE" series, published in "The Beach News" each week.

Classified Ads Get Quick Results.



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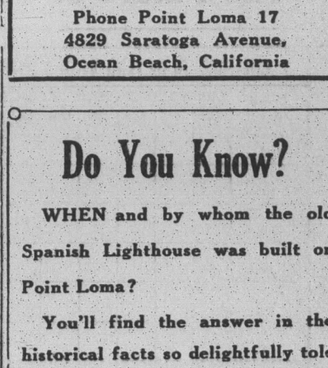


AMERICA'S AMAZING PROGRESS IN THE PAST HUNDRED YEARS

Material Progress Staggers the Imagination, but Real Wealth Is in the Character of the People Inherited From the Pilgrim Fathers.

By WALTER W. HEAD, President The American Bankers Association

One hundred years ago when Lafayette re-visited America, he found the United States a nation of little more than ten million people—less than one-tenth of the present number. The territory embraced less than 1,800,000 square miles instead of the present 3,700,000. Half was still a wilderness of unsettled plain, plateau and mountains.

Walter W. Head

Only one hundred years ago, the world was still agog over the recent passage of the "Savannah," an American sailing vessel equipped with paddle-wheels propelled by steam, from New York to Liverpool in twenty-six days. Today we boast of a trans-Atlantic airplane crossing that required but few more hours than the "Savannah" required days.

One hundred years ago the total national wealth was less than a billion dollars, less than $100 per capita; today the national wealth exceeds 300 billion dollars—an average of almost $3,000 per capita. In 1821 there were ten savings banks with 8,635 depositors, with $1,138,000 on deposit; one hundred years later—more than thirty million depositors had more than $18,000,000,000 savings deposits. The total receipts of the federal government in 1823 were $20,500,000, the total expenditures were $14,700,000. Last year our national income and expenditures each exceeded $3,500,000,000.

One hundred years ago there were no railroads, no automobiles, no airplanes. There were no telephones, no telegraph lines, no cables. There was no gasoline, no kerosene.

There are those among us who regard the present as a period confronted with unprecedented problems, a period beset by perils heretofore unequaled. There are those who express doubt of our ability to make further progress—some even who profess to foresee the destruction and disintegration of our social, political and economic structure. In the light of achievements that have been wrought in the past by firm adherence to true principles, in the light of the tremendous resources our country now controls, what justification can men have today for expressing doubt of America's future?

America's Resources Today

We have today 110,000,000 people. Our total bank deposits aggregate approximately 40 billion dollars. Outstanding life insurance amounts to more than 70 billion dollars. Our 500 million acres of improved farm lands are valued at 77 billion dollars. We have wealth untold in our forests, in our mines of iron and coal. We have more than 250,000 miles of railroad with which to transport ourselves and our articles of commerce; we have more than 250,000 miles of commercial telegraph lines and 800,000 miles of telephone lines to afford us communication; we have 20,000 daily and weekly newspapers to disseminate information and to bind our people together by ties of common knowledge and for a common purpose. We have resources of labor so abundant that we have placed an artificial check upon immigration.

These things are our material resources. They constitute the basic material element — but the real foundation of our progress is not material. It is that other, more valuable resource—the capacity and character of our people. To that we owe the discovery and development of our natural resources, their use and their conservation; to that we owe the establishment and development of a nation founded on ideals of equal rights, ideals of equal opportunity, ideals of equal responsibility, which remain today untarnished, which now shine forth with greater luster than ever before.

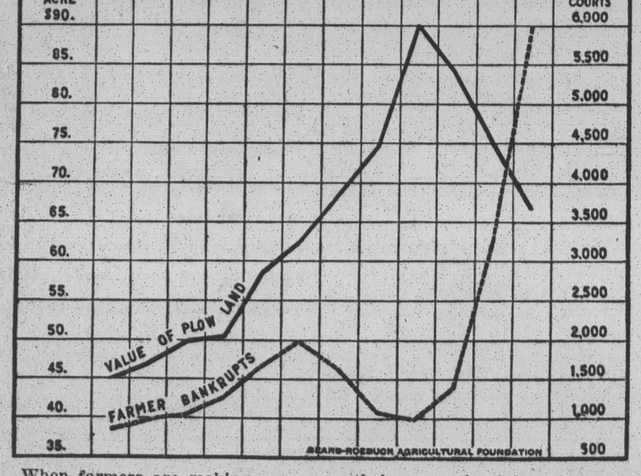
The Character of Our People

From it have come the patience and the wisdom which have reconciled effective authority and adequate liberty. From it has come the tolerance which has preserved freedom of speech, of press and of pulpit. From it has come the foresight which established free public schools. From it has come the courage which commanded adherence to principle at the cost of selfish gain, even at the cost of life itself. From it has come the respect for the rights and privileges of one's fellow man which has found expression in guaranties of equal representation and universal suffrage.

The character of our people is a spring which has never run dry. It has had its source ever and always in the stern and firm faith of the Pilgrim fathers—a political faith based upon and grounded in the tenets of the Christian religion. Despite every other influence, the strong and steady current of the Pilgrim's faith has persisted through generation after generation.

It is this invaluable resource—the capacity and character of our people—that has made America great in the past, that will make America greater and more powerful in the future. As long as we uphold our established standards of belief and conduct, we need have no fear for the future of America.

The Future of Farm Land Values



When farmers are making money on their crops the value of plow land runs high and bankruptcies are few. Reverse the situation and the bankruptcy line takes a straight upward turn. That's what is happening now. Farmer bankruptcies are on the increase, land values are sliding down the scale due to the slump of agricultural prices since the war.

What does the future hold for farm land owners? Is this the time to buy or sell?

The Sears-Roebuck Agricultural Foundation, after completing a survey of land values covering a period of sixty years, predicts that high land values are coming back and that within a decade farm land prices will again be on the climb.

From the days of the Civil war to around 1900 farm land values showed little change. Land was considered a safe investment. Beginning in 1900 values began to rise; by 1910 the acre price had doubled. Still land continued to rise chiefly because of the advance in the prices of farm products.

The war brought higher prices for farm products, crop values increased. The result was a land boom. By 1920 the average price of land per acre was $90, $30 higher than in 1917 at the opening of the war. Farm bankruptcies dropped from 2,000 in 1917 to 1,000 in 1919.

During the prosperity period of the war many farms were bought. During the land boom it is estimated that 10 per cent of the country's farms changed hands. Following the war the collapse in prices of grains and live stock sent land values tumbling for the first time in twenty-five years. Average plow land decreased in value from an average of $90 per acre in 1920 to $65 in 1923. Crop values per acre fell from $36 in 1919 to $15 in 1921. During the past two years there has been a gradual increase, the average for 1922 being $20 and last year the average rising to $22. Farmer bankruptcy proceedings in the federal courts jumped from 1,000 in 1920 to 6,000 in 1923. More than 8½ per cent of the land owners in 15 corn and wheat producing states in the upper Mississippi valley lost their farms.

In twenty-five years the United States should be producing on a domestic basis in practically everything, unless production makes material increases. People are moving from the land. Then the farm-to-city movement will reverse itself. Land values will increase with the price levels. Bankruptcies will decrease with the rise in land values. The present tendency in prices is down. They may continue down for a decade. During this time land prices may sag considerably. But with a return of production prices of farm land will go up.

DADDY'S EVENING FAIRY TALE

by Mary Graham Bonner

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COW ENGAGEMENTS

"Moo, moo," said Mrs. Cow, "it is not everyone who has two engagements every day."

"Moo, moo," said Miss Cow, "I don't suppose it is, but what do you mean by that, Mrs. Cow?"

"Yes, moo, moo," said Mrs. Brown Cow, "what do you mean by that?"

"What do you mean by that, moo, moo," said Mrs. Brown-and-White Cow.

"Tell me too," said Mrs. Brown-Spot Cow, "moo, moo, tell me too."

"And I want to hear," said Mrs. Black Cow. "Moo, moo, I want to hear."

"We all want to hear," said the other cows as they sat in the pasture and looked at Mrs. Cow.

"I haven't had a chance to speak," said Mrs. Cow, "and explain what I meant as yet."

"Moo, moo," said Miss Cow, "that is the truth. She hasn't had a chance to speak."

"True, moo, moo," said Mrs. Brown Cow. "Very true."

"That is the case," said Mrs. Brown-and-White Cow. "We haven't given her a chance to speak. We must give her a chance to speak."

"We must surely give her a chance to speak, moo, moo," said Mrs. Brown-Spot Cow.

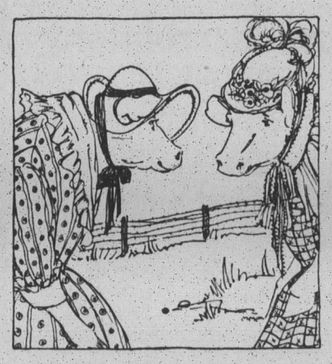
"We must," said Mrs. Black Cow, "moo, moo, we must."

"Yes, give her a chance to speak, moo, moo," all the other cows said.

"But instead of talking about it," said Mrs. Cow, "really give me the chance to speak."

So all the cows kept still and Mrs. Cow, chewing her cud as she talked, said:

"Some people may be invited out once a week to dinner, or maybe they



"What Do You Mean by That?"

have a dinner party at home, or maybe they're asked out to supper once or twice in a week or so.

"Some may be invited to one party in a week or one party in a month.

"But twice a day we Cows have important engagements. Twice a day we must be milked and so I say it is very superior to be a cow and to have these two important engagements each day.

"If we wander off into the woods beyond or way, way over yonder hill, the farmer or his son will come after us as though to say:

"'You must have forgotten but it is milking time and you must come along.'"

"Perhaps," said Mrs. Black Cow, "we might say the farmer had two engagements each day."

"That's not the same," said Mrs. Cow. "For he could send his son or he could send a hired man—he doesn't have to come himself.

"Whereas we cows really have these two important engagements each day.

"But now I must rest. I thought all that up myself, and my poor cow brain is weary and tired now. I think I will have a nap or a day-dream."

"She thought up something quite fine," said Mrs. Brown Cow.

"She did, moo, moo," said Mrs. Black Cow.

"She did, moo, moo," said Mrs. Brown-and-White Cow.

"Most certainly she did, moo, moo," said Mrs. Brown-Spot Cow.

"I agree that she did, moo, moo," said Miss Cow.

And all the other cows looked at each other, chewed slowly and said:

"Not half-bad for a cow!"

Little Willie Had Him

The great Thurston was producing eggs from a hat. With his characteristic humor, he addressed a boy in the front row.

"Your mother can't get eggs without hens, can she?"

"Oh, yes," quickly replied the boy.

"How's that?" nervously asked the conjurer.

"She keeps ducks," chuckled the youngster.—Exchange.

POSTOFFICE SCHEDULE

H. K. Rankin, Postmaster

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

SPEND YOUR DIMES AND DOLLARS AT HOME

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Is the First Unit in the Improvement of the MISSION BEACH AMUSEMENT CENTRE

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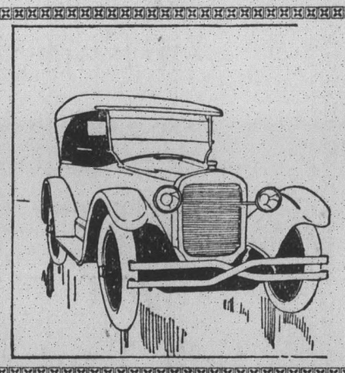

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Who's Who in Offcialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

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SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Copper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Dieg... Geo. H. Cooley, Harry E. Webber.

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